Buyers Look For Winners In License Field: Pp. 15-27

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LICENSING REPORT

Picking a License? Look For the Clout

Nationwide DSN Report

Toy buyers aren't charging consulting fees to their in-house merchandising colleagues but they are being used more and more as sounding boards, especially where licensing is concerned.

Usually barraged with the earliest and with the largest amount of licensed characters, toy buyers have learned to key in on several basic questions when choosing a license—

- Who's the prominent backer?
- What are the license's relatable applications?
- What is its time frame?

Several of the most popular action-figure licenses have exploded out of toy departments and are serving double duty on checkout endcaps, as in K mart's Rochester, Mich., prototype. *(DSN photo)*

First and foremost, according to almost every buyer interviewed, is trust and clout—who's behind the license and how much money will be spent on advertising and promotion.

"I want to know where the license is coming from. If there's a major greeting card company behind it, a movie, a TV show, whatever. Also, some manufacturers have excellent track records, some don't. I want to be sure that if a company says they're allocating $5 million for TV, it'll be there," said Bob Rudman, dmm, toys and sporting goods at Gold Circle.

Bob Lucas, buyer for Van Leunen's takes that one step further.

"I like to see the commercial for the license. It's very important to see how the commercial comes off, if it delivers the punch. A good commercial can make or break a product." But, he added, the license must be

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More Chains Devise Techniques To Block Unfriendly Takeovers

Nationwide DSN Report

You can't have my company.

To give meaning to these words, a growing number of retailers have instituted measures to stop unfriendly takeover attempts.

The latest discounter to do so is G. C. Murphy, parent of Murphy's Mart, which has proposed two antitakeover amendments to its charter that are being strenuously opposed by two dissident shareholders.

The discounter's two antitakeover measures, which were to be acted on at its annual meeting, set to be held at presstime, make it more difficult to remove directors without cause and approve takeover or other business deals with shareholders that own more than 10% of the company's stock.

The dissident shareholders, Arveron Investments and its chairman, Arthur M. Goldberg, together already own 8.51% of Murphy's stock. The proxy statement and ads directed to stockholder, issued by Arveron and Goldberg, contend that the discounter already has sufficient antitakeover protection and the two new measures "may reduce Murphy's attractiveness as an acquisition candidate," give "a small minority" of shareholders (20%) the ability to block mergers and remove directors and "limits" or "deprives shareholders of an opportunity to sell their shares at a temporarily higher market price."

Goldberg and his representatives failed to respond to phone calls as to Arveron's plans or interest in Murphy. The proxy statement noted Arveron and Goldberg invested in the discounter at prices considered "to be favorable." The proxy statement and newspaper ads are the keys to soliciting support from other company shareholders. This effort includes employing a stock soliciting firm for $40,000 plus expenses, and paying for shareholder voting by mail or phone.

Murphy, in ads countering the dissident stance, contend that Arveron and Goldberg are really interested in positioning themselves to sell their holdings at a premium price that wouldn't be available to other shareholders, just as they have done in at least four other cases.

Murphy and Arveron are, so far, the only ones to contest retailers' proposed antitakeover measures. Defensive steps by other retailers have easily won stockholder approval during the past two years, however, even in situations where there wasn't any hint of a possible unfriendly takeover.

Strawbridge & Clothier, parent of Clover, was somewhat of an exception in that its antitakeover measures were triggered when one shareholder with 1.5% of the closely held stock of the family-controlled

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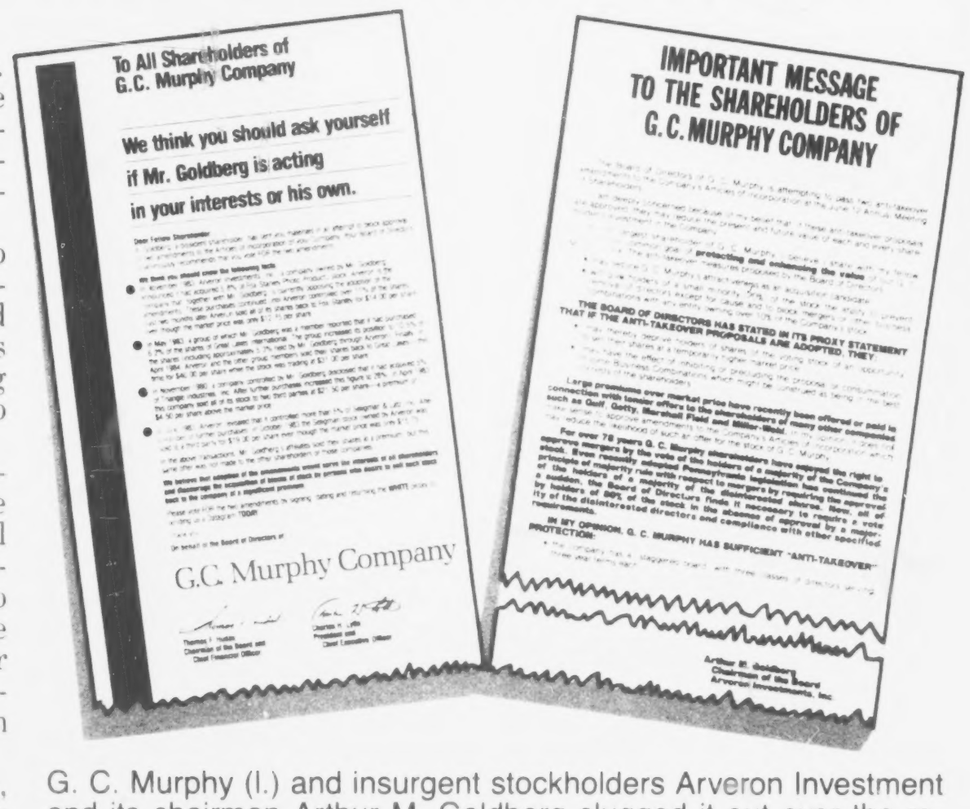
To All Shareholders of G.C. Murphy Company
We think you should ask yourself if Mr. Goldberg is acting in your interests or his own.
G.C. Murphy Company
IMPORTANT MESSAGE TO THE SHAREHOLDERS OF G.C. MURPHY COMPANY
THE BOARD OF DIRECTORS HAS STATED IN ITS PROXY STATEMENT THAT IF THE ANTI-TAKEOVER PROPOSALS ARE ADOPTED, THEY

G. C. Murphy (l.) and insurgent stockholders Arveron Investment and its chairman Arthur M. Goldberg slugged it out over the retailer's proposed antitakeover measures, in *Wall Street Journal* ads.

DSN Digest
June 25, 1984

LICENSING REPORT

- **Buyers, searching for the** next hot licensed products, will generally bank on a combination of current favorites and future stars (pp. 15-27).

Apparel: Buyers use various formulas to pick winners. (p. 20)

Domestics: Juvenile merchandise is synonymous with licensing. (p. 16)

H&BA, Housewares: Licensing is a limited factor. (pp. 27, 18)

Stationery: A wider variety of licenses is due in chains' back-to-school mix. (p. 25)

Toys: Licensing is the industry's focal point.

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Catalogers to Keep CE in Their Books Despite Specialty Chains' Price Attacks

By BRENT H. FELGNER

Catalog showroom merchants are digging in against a flood of price attacks from market-dominant specialty consumer electronics discounters.

The catalogers are adamant, though, that CE prices and merchandise remain in their books. The category is just too big and important to be relegated to a not-in-catalog (NIC) assortment, they said.

"We'd never consider it," said Myles Weiner, general merchandising director, electronics, for Best Products. "Our electronics merchandise is just too critical to the creation of our overall price image—not just in this department—but crossing into others, too."

Best registered almost $400 million in CE volume last year, nearly 20% of the chain's total sales. The results at H. J. Wil-

(Continued on page 4)

CE remains a strong growth category at Best Products showrooms, such as this in Cerritos, Calif. In 1983 the first and sixth chainwide best sellers were VCR's. *(DSN photo)*

IN BRIEF

• **JAMES** Dismore, 46, was named president and ceo of Howard Brothers Discount Stores, a unit of Wickes Cos. He was exec vp and coo of W. E. Walker Stores. Before that, he was senior vp-sales, merchandise and operations at Rose s.

• **CALDOR'S FIRST ENTRY** into affluent Nassau County, New York, will be a 90,000-sq.-ft. unit in Levittown, slated to open in time for Christmas. The store will co-anchor—with a 50,000-sq.-ft. Foodtown supermarket—the 200,000-sq.-ft. Caldor Plaza.

• **BRADLEES HAS DECID-**ed to accept American Express chainwide, after testing the cards in 11 stores.

Auto Chains' Growth Plans Shift Into High

Nationwide DSN Report

Automotive chain executives are making no bones about their aggressive growth plans for 1984.

Flush with confidence after a strong 1983, and buoyed by the nation's increasing trend toward do-it-yourself car repair, the country's leading automotive retailers are projecting 11%-20% sales growth this year.

Growth will largely be pegged to stepped-up expansion plans at many chains; buildup of auto parts and private label volume, and courtship of the surging female market with better trained sales staffs, tighter merchandising and newly aggressive in-store fashion efforts.

At Crown Auto, the nation's 11th largest automotive specialty retailer, women now make up 15% of the customer base—triple its early 1980's count, said president Floyd Adelman.

Overall, the nation's top 10 chains, which logged an estimated $1.6 billion in sales last year, will be making market-share plays in 1984 throughout existing and contiguous markets. Entry into far-flung trading areas, like that planned by Whitlock executives, will be less common.

Retailers generally agreed their current markets haven't yet matured, and there's still significant room for growth. That picture is headed for change, however, as other classes of retailers step up their efforts to merchandise automotive supplies.

To stem this competition, and distinguish themselves from each other, automotive chains are stressing their specialty expertise and improving merchandising efforts.

For example, chains like The Pep Boys, No. 2 in the country, and Grand Auto, No. 4, are pitching bigger-ticket under-the-hood service business by experimenting with installation of rebuilt engines and transmissions. They're setting themselves apart from most retailers equipped with service bays, who are still limiting efforts to tire and battery installation and periodic engine maintenance.

Instead, the majority of auto chains are trying to meet the needs of America's DIYers by vastly increasing inventories of domestic and foreign engine parts, merchandising them more precisely and stepping up staff training on parts functions.

Lucky's automotive division vp-marketing Greg Trees summed up why retailers are

(Continued on page 32)

Leading Auto Chains Hit the Expansion Trail

Chain	Total vol. last completed fiscal year (millions)	No. of stores as of 1/1/84	Projected No. of stores by 1/1/85	Service Bays
Western Auto (Mo.)	$560[A]	2,556[A]	2,596	No
Pep Boys (Pa.)	306	124	140	Yes
Lucky Automotive Div. (Ariz.)	250[B]*	439	486	No
Grand Auto (Calif.)	140	84	84	Yes
Nationwise (Ohio)	92*	135	150	No
Al International (N.Y.)	100[C]	80	140	Yes
Whitlock (N.Y.)	75[D]	74	84	No
Steego (Fla.)	60[E]*	75	81	No
R&S/Strauss (N.J.)	40	43	50	Yes
Guarantee (Ind.)	37*	52	60	Yes

[A]Includes $165.4 million in sales from 216 company-owned stores and $395.0 million in wholesale sales to 2,340 franchised outlets.
[B]Includes sales from Kragen, Checkers, Honey and Statewide.
[C]Includes sales from Big 4 Automotive acquired in 1983.
[D]Includes sales from National Auto, Cal Auto, Strum Auto and Giant Auto.
[E]Doesn't include sales from Canadian operations.
*DSN Estimate.

Source: DSN research.

Projection For This Year

Pep Boys Expects to Open 16 Stores, Install POS Chainwide, Top $350M

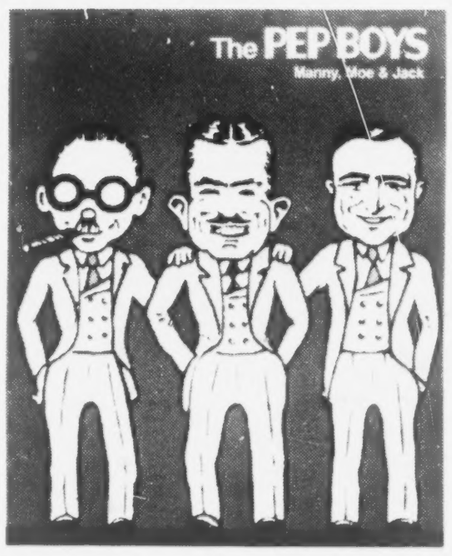
PHILADELPHIA—The Pep Boys—Manny, Moe and Jack—this year expects to open 16 new units, install a computerized point-of-sale system chainwide, and top the $350 million sales mark for the first time.

It's also considering a deeper move into service.

Last year, the locally based automotive specialty discounter exceeded $300 million in sales for the first time.

Sales in the fiscal year ended Jan. 31 went to $305,835,000, up 15.2% from $265,408,000, while net earnings rose 28.3% to $15,542,000 from $12,223,000.

This year, the chain—which offers service as a staple business with its average eight to 10 bays per store—is looking to broaden its offerings. Last month, it began a key test in 20 western stores of installing rebuilt engines and transmissions, something that few other



automotive specialty discounters offer, according to Scott Rosen, executive vice president.

During 1983, the 124-store chain spent $28 million to lay the groundwork for future store clustering in its mid-Atlantic markets and expansion into its existing western states.

Ongoing moves to support its expansion included last fall's opening of two new warehouses in New Jersey and Arizona; completion this year of the chainwide installation of a new computerized inventory tracking system, now in 30% of its units; debuting of a new uniformly produced national television advertising program this fall, and speeding up of the adoption of a centralized national buying program.

This year, the chain will open 15 new units on both coasts, according to chain president Benjamin Strauss. In the East, the specialty discounter will open several 20,000-22,000-sq.-ft. units in Pennsylvania, New Jersey, Delaware, Virginia, the District of Columbia and Maryland, where a 21,000-sq.-ft. unit bows this month in Glen Burnie.

At the same time, the chain—which operates two divisions, based here and in Los

(Continued on page 31)

Lucky Adding 47 Auto Stores In '84, Widening Product Mix

PHOENIX—A 10% expansion in new units, broader merchandise offerings and a stepped-up retail sales training program are major components of Lucky Stores' bid to increase its retail automotive potency throughout its 16-state market.

Lucky is closing in on the 500-store mark and should pass it by early 1985. Its automotive division includes Kragen, Checker, Honey's and Statewide stores. They range in size from 3,500 to 9,000 sq. ft., and share a central administration and buying staff.

During 1984, Lucky will open 65 stores and close 18, bringing its retail automotive store count by year's end to 486. These plans exceed last year's pace slightly, when Lucky upped its automotive stores from 400 to 439.

By restricting expansion to existing markets, Lucky picks up advertising and distribution efficiencies as "we mature the markets we're in," said vp-marketing Greg Trees. The division can apparently maintain this strategy for some time since "distribution facilities are not operating near capacity, and no modernization is currently planned," according to Trees.

Growth in new stores, which is financed by Lucky's corporate capital expenditure budget, combined with improved merchandising efforts, is expected to generate 12%-16% sales gains in the fiscal year ending next Jan. 29, predicted Trees. That, according to *DSN* estimates, would place its sales at $287 million, up from $250 million in fiscal 1983.

Lucky doesn't report its automotive division's results separately—beyond noting in its annual report that same-store sales rose 11% last year only because of heavy "promotional gross margin reductions." Slack automotive earnings contributed to an 8% overall decline in Lucky's specialty retailing group, the company reported.

One major effort meant to reduce dependency on extensive

(Continued on page 31)

45% More Stores Due Over Next 3 Years

Venture Centralizes Apparel Buying at Its HQ

ST. LOUIS—Venture is centralizing its apparel buying offices as it gears up to expand store count by more than 45% during the next three years.

Ladies' clothing, accessories and children's wear buying offices of the 55-unit chain are currently being moved from New York City to chain headquarters here.

As a result, all the senior vp/gmm's of ladies' wear, children's wear and shoes will for the first time report to Maxine Clark, executive vp of marketing. A former buyer of budget apparel for parent May Department Store's Hecht's division, Clark spent four years as manager of merchandise planning at corporate headquarters before joining May's discount division in 1980 in her current position.

The relocation of Venture's apparel offices comes as the chain strives to hit $1 billion in volume for 1984 and proceeds with a plan to open an additional 25 stores by the close of 1987.

Once the move is completed late in September, relocated buyers will be a car ride; rather than a plane trip away from the stores they serve.

"We did it to get buyers closer to our consumers," said Clark, who was in New York to help orchestrate the relocation process. For her, the change will mean "commuting for a while," but the added challenge of directing all of the chain's apparel.

Previously, only shoe and jewelry merchandisers stationed in St. Louis as well as all marketing personnel reported to Clark. The gmm stationed in New York reported to Julian Seeherman, president and ceo of the chain.

A few months ago, Carolyn Watts announced her plans to resign as senior vp/gmm of the ladies' and children's wear divisions in New York. In response, the chain announced its plans to move those offices to St. Louis.

Watts has subsequently been replaced by Doug Lamm, who will be in charge of shoes and jewelry as well as ladies' clothes and ladies' accessories. Lamm had been merchandise administrator at Davison's in Atlanta; before that he was a dmm at May's Hecht's division.

Personnel Changes

Other personnel changes announced recently included the promotion of George Needleman to senior vp of men's, boys' and children's wear from dmm of men's and boys' wear. In addition, Thomas Gent was promoted to vice president of advertising from divisional vp/advertising manager. He will continue to oversee the chain's print and broadcast ads.

Although Watts' resignation brought the idea to fruition, centralizing apparel buying had been under consideration at Venture for some time, said Clark.

"It's the way all the department stores and even Target—which, like us, has no stores in the New York area—run their businesses.

"It makes communication [between buyer and store and buyer and management] easier and quicker. It also keeps us from having to duplicate costs like housing buyers and setting up computers," Clark explained.

Monetary savings from the move will only be slight, she added. The relocated buyers will have to travel to New York about once a month, which is the same schedule followed by buyers already stationed in St. Louis.

Other benefits in having all the buyers in headquarters are not measured in dollars and cents. For one thing, advertising will be easier to coordinate since the apparel and jewelry buyers will both be on hand to put the right accessories with the right garments.

In addition, all buyers will be able to compete for more positions. A hard lines assistant buyer, for example, will have a chance to move into the fashion apparel side without having to relocate.

The existing facilities in St. Louis will be a little cramped at first, but Venture headquarters personnel will be moving to a larger office building in St. Louis late next summer.

Store expansion for the chain is currently on the upswing following a hiatus from 1978 to 1982. Last year the chain opened four stores. This year, Venture will increase that rate with six unveilings.

Four stores opened in March, including single-unit entries in two new markets: Fort Smith, Ark., and Topeka, Kan. This fall, two more openings are planned, in Cape Girardeau, Mo., and Champaign, Ill.

That leaves another 23 slated to open before the end of 1987, according to plans announced earlier by The May Co.

DISCOUNT AUTO CENSUS

Crown's Goals: $100M Biz, 100 Stores by Early 1990's

EDEN PRAIRIE, Minn.—Accelerated store expansion, revamped merchandise layouts and a new private label parts program are driving forces behind Crown Auto's bid to become the dominant automotive retailer in the five Upper Midwest states.

Crown's stated goal is to become a $100 million, 100-store chain by the early 1990's.

Crown's first-quarter 1984 sales gained 19.1% to $6.4 million, as the chain cut its net earnings loss for the first quarter of 1983 by 48.3% to $76,000. Chain officials called its weather-induced first-quarter loss "traditional," and further noted that gross margins rose to 48.5% from last year's 46.9%.

Crown, which recorded its fourth straight year of sales and net earnings gain in fiscal 1983, is "performing about 19% ahead so far in 1984," said Floyd Adelman, president since his promotion in March.

This year's sales should range "between $35 million and $40 million," he said, following 1983 when 46 stores generated $32.8 million in sales and $707,000 in net earnings.

More Stores

Crown, which started fiscal 1984 with 50 stores, will open five 4,000-sq.-ft. units this year including its first in North Dakota. This 10% expansion in stores compares with Crown's historic one- or two-store-a-year pace and four openings during 1983.

Crown is currently restricting expansion to within 300 miles of its Eden Prairie warehouse, which the company said has the capacity to service up to 95 stores. Last year, Crown sold its Interstate Automotive Products division, which included most of Crown's mail order and wholesale operations and four stores in California.

Adelman conceded that "excessive promotions" last year prompted a chainwide drop in overall gross margins from 44.9% to 43.4%. "We're looking to increase them by 10% in 1984," he added.

Crown will be able to boost margins and overall parts category performance by expanding its EMCO private label parts program, which it introduced last year, Adelman said. Sales of parts included in the extensive line have already jumped 25% because of lower prices and superior warranties, Crown contended.

Crown is expanding its overall inventory in parts, "though we're concentrating on domestic parts because only 17% of Minnesota car registrations are on foreign cars," said Adelman.

Setup Is Refined

Crown has also recently begun displaying carburetors, tuneup kits, filters, gaskets and pumps on focal point walls, said Adelman, as it moved fashion accessories and seat covers into less visible center gondolas. Tailpipes and mufflers are now displayed in windows.

In addition, Crown advertisements now group parts rather than highlight, say, just a water pump at a price. Since Crown increased depth with its EMCO line, the chain gained this flexibility and is able to boost tie-in sales of higher-margin products, Adelman added.

The chain's expansion of service bays ties into many of the same trends that are fueling its move toward parts: aging cars on the road, the high cost of repairs at car dealerships and gas stations, and recognition that people are do-it-yourselfers only to a certain degree, said Adelman.

Crown stores opening this year will have five bays each where mechanics "do everything except transmissions and going inside the engine," noted Adelman. Five far exceeds the two bays in most older stores, but is on par with retail units opened in 1983.

Last year, service sales from 45 stores equipped with bays rose 16.6% to account for 11.3% of chainwide volume.

Growth Plans

(Continued from page 3)

stressing parts today: "There's nothing the average person deals more with and knows less about than cars. The longevity of cars, the expense of repairs and the price of new cars are driving shoppers to auto specialty stores for help with do-it-yourself efforts."

Automotive retailers cite the aging of cars on the road, now up to 7.2 years average, and eased gasoline prices, which spur more driving, as contributors to heightened DIY repair activity. This trend provides a strong foundation for specialty chains, from which they're looking to build in many ways.

Promising Area

Steego Parts president Robert Lawton is honing in on auto body paint sales because "there's a lack of good, consistent supply in the marketplace, and knowledgeable people to sell it." More than half of Steego's 75 domestic stores sell paint, including 13 with exclusive paint sales counters and staffs, and some freestanding paint stores.

Paint, which now contributes 15% of chain sales, will be pitched more strongly to DIY-ers and body shop painters, who, reasoned Lawton, "paint for friends on the side, and could recommend us as a general automotive retailer to the people they know. It all leads us back to the sale of auto parts."

A Closer Look

R & S/Strauss is reinforcing its emphasis on hard parts, which account for 40% of chain volume, by increasing sku's in foreign parts. Yet president Donald Schlenger cautioned against a "credibility problem retailers face when they sell parts without the knowledge to back it up."

That's why R & S/Strauss and others like Lucky and Crown are re-emphasizing sales training efforts. At Lucky, this step parallels a doubling of sku's in its Checker stores from 3,500 to 7,000.

Sixty per cent of the inventory expansion is in auto parts—three-quarters domestic and one-quarter foreign. To train store staff about new parts and accessories, and the use of specification books, Lucky has eight regional trainers covering 60 to 90 apiece. The educational program has already produced add-on parts sales gains of "more than 10%," said Lucky's Trees.

DISCOUNT AUTO CENSUS

Parts Stores Soar to 38,000 From 1980 to 1983: APAA

LANHAM, Md.—A 33% surge in the nation's auto parts stores—to 38,000 in 1983—dramatically countered retailing's overall contraction since 1980, and has intensified competition in the crowding field.

Expansion into automotive specialty sales by diversified retailers like Lucky Stores, Perry Drug and Malone & Hyde accounted for the majority of the 9,400 unit increase, according to a recent survey by the Automotive Parts & Accessories Association. In contrast, retailers nationwide shuttered a total of 58,000 stores during the three-year period, reflecting the tight economy, the association added.

Among retailers nationwide, the share of stores selling auto parts edged upward to 30% last year from 29% in 1980, the APAA's Foundation for Aftermarket Industry Research new study of automotive product retail distribution also found.

Service stations fell from 158,000 to 136,600 in 1983, prolonging a trend begun last decade, as tire stores and new car dealerships also declined, the report said.

Adding It Up

Yet, the number of specialty repair shops such as tune-up and quick lubrication centers, drug stores and independent garages selling car parts and products showed the greatest proliferation through 1983, the study added. They've positioned themselves to benefit from consumer buying pattern shifts toward specialized assistance with their cars.

For instance, 30% of drug stores sell automotive products today, a 12% rise during the past three years, said the APAA. Meantime, discount, hardware and grocery stores recorded just "slight increases in the number handling automotive lines," the APAA added.

Retailers weren't yearning to sell all automotive categories—as shown by the broad-based abandonment of tire sales "to outlets equipped for installation," said the APAA. For example, the share of auto parts stores selling tires dropped from 38% to 34%, the number of tire dealers nationwide fell by 2,600 and retailers selling tires dropped by nearly 17,000 between 1980 and 1983.

Showing contrasting popularity, automotive chemicals retained their No. 1 spot as the most widely distributed automotive products. In 1983, they were available in 482,400 outlets, or 93% of all auto product retailers, the APAA said.

The greatest growth among sellers of car products occurred among intermediate-line outlets, described by the APAA as merchants of one or two product categories from a list of chemicals, engine parts, tires, heavy parts and safety/comfort/sound equipment.

Full-line stores, which sell at least three automotive categories, slipped from a 43.4% to a 41.5% share of the nation's car products outlets, mainly due to the large drop in service stations, the report noted. Specialty stores and many discounters come under the full-line category.

% of Retailers Selling Auto Items

Store type	1980	1983
All types	29	30
Auto parts/ Tire stores, New car dealers	100	100
Discount stores	99	97
Service stations	95	95
Hardware stores	61	61
Grocery stores	50	53
Dept. stores	50	45
Variety stores	34	35
Drug stores	27	30
Other outlets	3	2

Source: Automotive Parts & Accessories Association

No. of Outlets Selling Auto Products

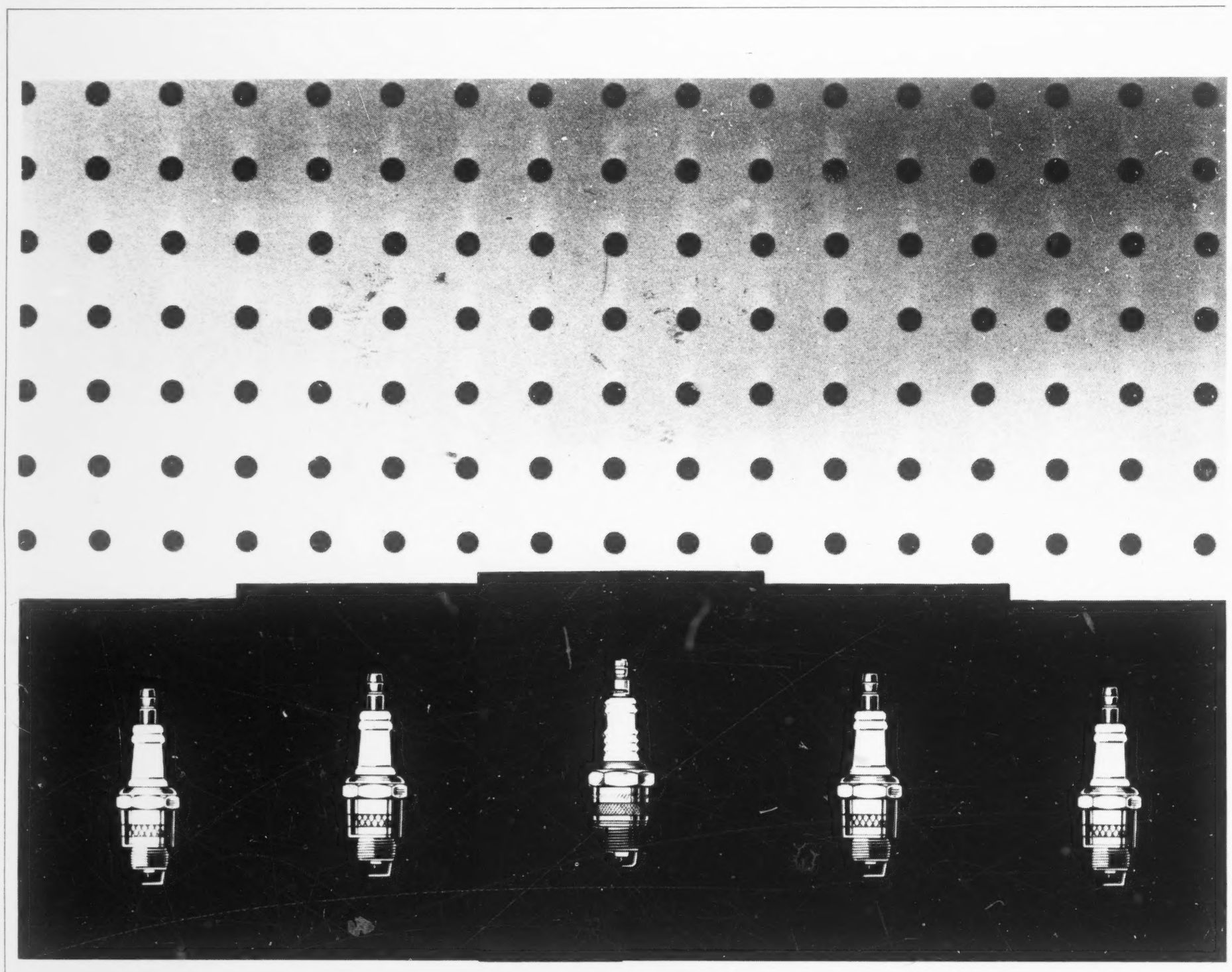
Store type	1980	1983	% change
Auto repair and service outlets other than service stations	137,800	156,400	+17
Service stations	150,100	130,100	−13
Grocery stores	83,600	85,100	+ 2
Auto parts stores	28,600	38,000	+33
New car dealers	29,800	26,700	−10
Hardware stores	17,800	18,200	+ 2
Drug stores	13,400	15,000	+12
Tire stores	14,800	12,200	−18
Discount stores	6,900	7,000	+ 1
Variety stores	5,900	5,300	−10
Department stores	2,700	2,500	− 7

Source: Automotive Parts & Accessories Association

Women Purchase Third of All Tires

DETROIT—American women are now the primary maintainers for 2 out of every 5 cars, and buy more than one-third of all automotive tires, according to a recently released report by the Newspaper Advertising Bureau (NAB).

According to Val Corradi, NAB vice president for automotive marketing, women account for a significant and growing share of revenues for tire manufacturers, dealers and installers, and the trend appears to be growing.



Guess which spark plug you rated the champion?

You don't have to be a race car driver to know that no plug gives you faster turns than Champion. It's the number one spark plug, according to a nationwide survey of discount store managers.*

National brands rate– with you and your customers.

Especially national brands with a long history of dependable performance. When it comes to spark plugs, that means Champion. No one knows that better than your customers.

Copper Plus– the champion of Champion.

Recently, we've been telling your customers about Copper Plus®–the best spark plug Champion has ever made. It's designed to deliver up to twice the fouling protection of ordinary plugs. It comes in the familiar red and black box with the words "Copper Plus" clearly printed under the spark plug number.

The Champion Copper Plus line covers virtually every import and domestic car on the road today. And it provides that coverage with fewer SKU's than ever before.

Fewer SKU's. Lower line cost. And a long history of customer satisfaction. We think you'd rate us Champion even if that weren't our name.

*Discount Store News First Annual Top Brands Survey.

CHAMPION NOTHING SPARKS LIKE A CHAMPION

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